from letter from Paul Rand Dixon, Federal Trade Commission to Senator Magnuson regarding background and basis for the Commission's announcement of March 25, 1966 respecting disclosure of the tar and nicotine content of cigarettes.

concerning the tar and nicotine content of cigarette smoke on cigarette packages and in cigarette advertising; or better still to require that this information be provided."

From W. T. Robbins, M.D., as representative for the American College Health Association on the National Interagency Council on Smoking and Health we received a letter on March 23, 1966, in which he stated that he would ". . . urge that your office take all possible steps toward negation of the . . . agreement to withhold printing of tar and nicotine content on cigarette packages."

From George E. Moore, M.D., Ph. D., Director of Roswell Park Memorial Institute (New York State cancer research hospital), in a letter of March 24, 1966:

"The basic issue considered here is: Should the public be provided with continuing, updated information on the tar and nicotine content of cigarettes?

"There are commanding reasons why the public is entitled to--and should be given--this information. These are:

(1) There is incontestable evidence (both from laboratory experiments and from human experience) that the tars which are condensed from cigarette smoke constitute one of the principal public health hazards of our era.

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(2) Government policies should therefore aim at reducing exposure of the population to cigarette tars. All effective measures to achieve this end should be vigorously implemented.

(3) It would be desirable to eliminate further exposure entirely by having smokers withdraw from the habit and by protecting youngsters from acquiring the habit. Progress along these lines is bound to be slow. Consequently it is important to develop effective interim measures to reduce exposure to cigarette tar.

(4) Whatever means, legislative or otherwise, are employed to promote a reduction in tar levels, the process will necessarily be a rather gradual, evolutionary one. To drive such a process, two things are necessary. The manufacturers need a strong incentive to produce cigarettes with low levels of tar and nicotine. Second, the public needs to be informed concerning tar and nicotine levels and encouraged to use products with reduced levels.

"Three principal objections have been raised to any publicity concerning tar and nicotine content of cigarettes. The first is the possibility that the manufacturers will publish misleading figures in order to secure competitive advantage. This has

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